

MAY 2013

P/ID 37510/ PBAK

Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Define the terms: Exchange and Transactions.
2. What are the characteristics of an effective marketing mix?
3. Why should a company attempt to emotionally engage its customers?
4. Of the various roles played by consumers in the decisions making process, which one is more important and why?
5. Why is it important for a company to study its environment?
6. What are the important requirements for commissioning a good research?
7. What is mean by strategic marketing plan?
8. Explain 'competition power' used to motivate channel members.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Several competing philosophies such as the Selling concept, Production concept and Product concept exist. How are these different from one another? How are these different from the marketing concept.
10. Discuss the significance of segmentation, targeting and positioning in a company's marketing strategy.
11. Discuss various stages of the MR process in detail.
12. Discuss some prominent changes in various demographic segments that have affected businesses globally.
13. Discuss various stages in the consumer decision making process.
14. Explain how companies design sales force strategy and structure.

PART C — (1 × 15 = 15 marks)

(Compulsory)

15. In the Indian rural markets, consumers generally buy sachets / small packs of FMCG products. This also facilitates the process of trial for companies that sell their products to these customers. Traditionally, small, unorganized players dominated this market. However, now MNCs are increasingly focusing on the rural markets to increase their revenues. A regional player wants to find out what he should do to tackle competition from larger multinationals. What type of research framework will you adopt for this regional player? Keep in mind the social, cultural and economic background of the intended market while designing the research framework?
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